Social Networking for the Nurse: Exploring Case Studies and Avoiding Inappropriate Use

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What is Social Media?

◎ Forms of electronic communication (as Web sites for social networking and blogging) through which users create online communities to share information, ideas, personal messages, and other content (as videos)—*Merriam-Webster*

◎ **Media for social interaction**, using highly accessible and scalable communication techniques. Social media is the use of web-based and mobile technologies to turn communication into interactive dialogue.—*Wikipedia*

What is Social Media?

◎ **Social media** is today's most transparent, engaging and interactive form of public relations. It combines the true grit of real time content with the beauty of authentic peer-to-peer communication.—*Lisa Buyer, Buyer Group*

◎ **Social media** is not about what each one of us does or says, but about what we do and say together, worldwide, to communicate in all directions at any time, by any possible (digital) means.—*Michelle Chmielewski, Synthesio*

What is social media?

◎ **Social media** is a reflection of conversations happening every day, whether at the supermarket, a bar, the train, the watercooler or the playground. It just allows for those conversations to reach a broader audience due to digital being a megaphone for scale.—*Sarah Hofstetter, 360i*

◎ **Social networks** are defined as "web-based services that allow individuals to 1) construct a public or semi-public profile within a bounded system, 2) articulate a list of other users with whom they share a connection, and 3) view and traverse their lists of connections and those made by others within the system"—*Boyd and Ellison, 2007*

SOCIAL MEDIA EXPLAINED

TWITTER	I'M EATING A #DONUT
FACEBOOK	I LIKE DONUTS
FOURSQURE	THIS IS WHERE I EAT DONUTS.
INSTAGRAM	HERE'S A VINTAGE PHOTO OF MY DONUT
YOU TUBE	HERE I AM EATING A DONUT
LINKED IN	MY SKILLS INCLUDE DONUT EATING
PINTEREST	HERE'S A DONUT RECIPE
LAST FM	NOW LISTENING TO "DONUTS"
G+	I'M A GOOGLE EMPLOYEE WHO EATS DONUTS.
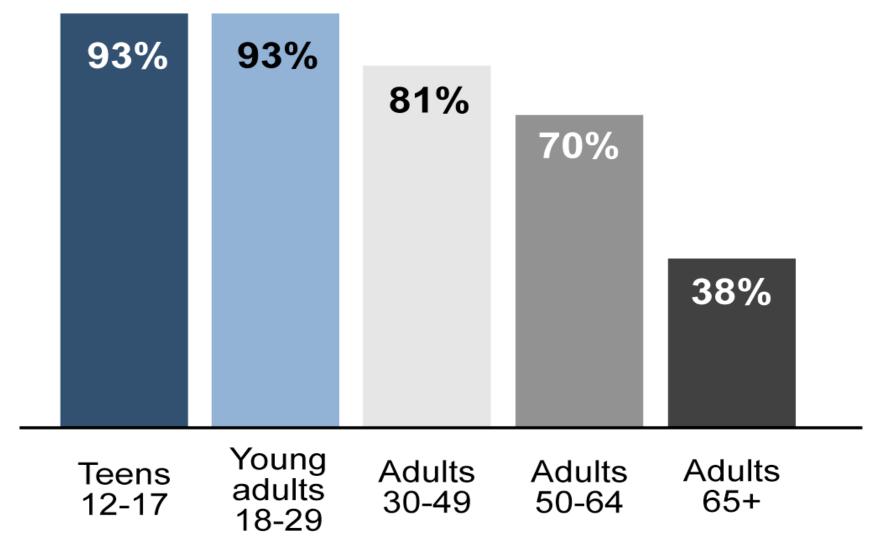
Who's online? The internet by age groups

Teens (12-17) data from September 2009.
Adults (18+) data from December 2009.

POSITIVE ASPECTS OF SOCIAL MEDIA

◎ Disseminate information to a large group of people

◎ People join social networking sites to expand their horizons and find out what others are doing. They can stay in touch with old friends who moved away. It helps combat loneliness.

◎ Students enjoy educational opportunities where lesson topics, research, creative ideas, and interactive discussions are at their fingertips.

◎ Share photos, videos, initiate surveys and polls.

Positive aspects of social media

◎ Easily build a network of contacts in the employment world, which could lead to advancement opportunities.

◎ Get the dibs on trends and jobs.

◎ Create a network of unlimited contacts. There is no limit to the number of friends you can have.

◎ Connect with people who share your same specific interests and activities.

Create

Now
April
2012
2011
2010
Born

Philly Flu
366 likes · 4 talking about this

Like   Message

Government Organization
The mission of the Philadelphia Department of Public Health is to protect and promote the health of all Philadelphians, and to provide a safety net for those most at risk.

About

Photos

👍 **366**

Likes

READY PHILADELPHIA

Events

twitter

Twitter

Highlights ▾

Philly Flu
April 2 🌐

It looks like we're wrapping our very mild flu season. I wish we could each one of you your very own personal Like for getting your flu shot. (Hey, maybe that's an idea for next year!)

Likes   See All

S **Streets Department**   👍 Like
Government Agency

REC **Philadelphia Department of Recreation**

BOSTON PUBLIC HEALTH COMMISSION

Boston Public Health Commission 👍 Like

Organization

📷 **Info**

👥 Friend Activity

Ⓦ Wikipedia

71
like this

3
talking about this

Description

From Wikipedia, the free encyclopedia

The Boston Public Health Commission, the oldest health department in the United States, is an independent public agency providing a wide range of health services and programs. It is governed by a seven-member board of health appointed by Boston's Mayor. It's mission is to "protect, preserve, and promote the health and well-being of all Boston residents, particularly those who are most vulnerable." The commission is headquartered at 1010 Massachusetts Avenue in Boston.

History

In 1799, The Boston Board of Health was established to combat any potential cholera outbreaks. Paul Revere was Boston's first health commissioner.

In 1864 the Boston City Hospital opened, managed by the board.

The Boston Public Health Act of 1995 caused the organization of the current commission. In 1996, the modern Boston Public Health Commission opened after the Boston City Hospital (founded 1864) and Boston University Hospital (founded 1855) were merged into the Boston Medical Center. This was the first full merger in the United States of a public hospital with a private academic medical center and its hospital.

Organization

The Boston Public Health Commission is formed up of six different bureaus:

Child, Adolescent, and Family Health
Community Initiatives
Emergency Medial Services & Public Health Preparedness
Homeless Services
Infectious Disease
Addictions Prevention, Treatment, and Recovery Support Services
In total there are forty different programs, including Boston' Emergency Medical Services and Homeless Shelters.

Tobacco Regulation

In 2008, the BPHC banned the sale of "blunt wraps," tobacco-leaf papers that are used to make marijuana cigarettes, in Boston. In April 2009 a Massachusetts judge upheld the ban.

Source

NEGATIVE ASPECTS OF SOCIAL MEDIA

◎ From a survey (n = 1,000 nurses) conducted by the *Nursing Times*:

- ⊙ 56% of survey respondents believe that social media is a positive development for the nursing profession

- ⊙ > 40% of nurses say a colleague has inappropriately criticized or posted details of patients or colleagues on social media sites (such as Facebook or Twitter)

- ⊙ 75% said team members had discussed the behavior of colleagues and 32% discussed patients

- ⊙ 10% said colleagues took pictures of patients

- ⊙ 3% said colleagues used social media to pursue a sexual relationship with a patient or service user

Your ridiculous facebook profile picture gives me second thoughts about becoming your business partner.

"The thing about quotes on the internet is that you cannot confirm their validity."

Abraham Lincoln

ROMANO V. STEELCASE, INC.

When the Plaintiff created her Facebook and MySpace accounts, **she consented to the fact that her personal information would be shared with others, notwithstanding her privacy settings**. *Indeed, that is the very nature and purpose of these social networking sites else they would cease to exist.*

ROMANO V. STEELCASE, INC.

Since Plaintiff knew that her information may become publicly available, she cannot now claim that she had a reasonable expectation of privacy. As recently set forth by commentators regarding privacy and social networking sites, given the millions of users, "[i]n this environment, privacy is no longer grounded in reasonable expectations, but rather in some theoretical protocol better known as wishful thinking."

You've been warned

MySpace warns users

"Not to forget that their profiles and MySpace forums are public spaces"

MySpace General Tips-http://www.myspace.com/index.cfm?frseaction=cms.veiwpage & placement=safety_pagetips (last visited June 18, 2009).

Facebook's privacy policy

Facebook's privacy policy set forth, *inter alia*, that: You post User Content . . . on the Site at your own risk. Although we allow you to set privacy options that limit access to your pages, please be aware that no security measures are perfect or impenetrable.

FACEBOOK'S PRIVACY POLICY

When you use Facebook, certain information you post or share with third parties (e.g., a friend or someone in your network), such as personal information, comments, messages, photos, videos . . . may be shared with others in accordance with the privacy settings you select. **All such sharing of information is done at your own risk.**

FACEBOOK'S PRIVACY POLICY

Please keep in mind that if you disclose personal information in you profile or when posting comments, messages, photos, videos, Marketplace listing or other items, <u>this information may become publicly available</u>.

Examples of Nonprofessional Social Networking

◎ Journal of Nursing (2010) reported that seven staff members were terminated or disciplined for taking pictures of a nursing home resident that had been severely stabbed and posted the pictures on Facebook.

◎ June 2010, a California hospital fired five nurses for discussing patient cases on Facebook, even though no names were disclosed.

◎ In Wisconsin, two nurses were fired after posting photos of a suicidal patient's graphic x-rays on Facebook.

Case Studies of Nurses & Nursing Students Who Inappropriately Used Social Media

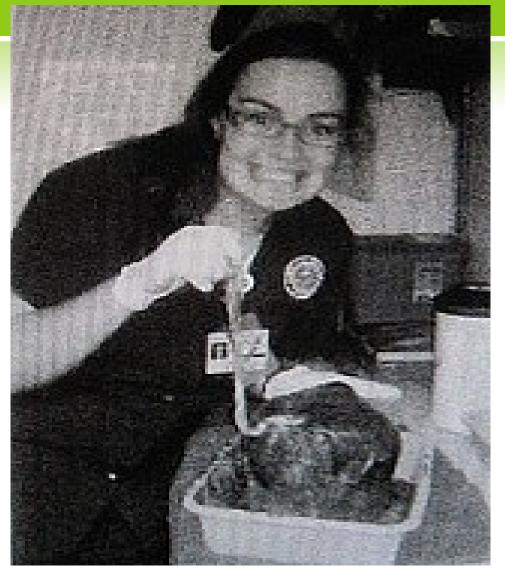- ◎ Smartphones & Dumb Behavior

- ◎ Various Case Studies

Case Study Involving a Nursing Student

Gresham woman banned from social networking after posting nude photo of nursing home patient on Facebook

Published: Wednesday, March 07, 2012, 8:20 PM   Updated: Wednesday, March 07, 2012, 8:34 PM

By **Kimberly A.C. Wilson, The Oregonian**
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http://www.oregonlive.com/gresham/index.ssf/2012/03/gresham_woman_banned_from_soci.html

Suzy (Nurse) Smith I have failed miserably with Meditech 6.0... I throw in the towel. ☹

Sally (Friend) Sunnyside Don't give up! You can do it!!! LOL!

Suzy (Nurse) Smith I don't know if it's the lack of staffing or I'm just a total idiot...All I know is I feel the agony of defeat...

Bobby (Patient) Simpson I left the ER last night without getting the doc to look at the leg or the gash on the thumb. Took 2 hours to get a tetanus shot and after 4 hours of no doc I told them goodbye. They were blaming the new software. That's just wrong. Here is an idea. WRITE the info down, take care of your patient and then key it later. Came home and pressure bandaged the gash closed. Gonna have a scar but it will heal.

Helpful Hannah (Nurse) They WILL NOT let us write it down and chart later, that's the whole problem!

Freda Friend (Nurse) Definitely having a better patient ratio would help out greatly.

Examples of job loss due to social media violations

Board of Nursing Implications

◎ BON may investigate reports of inappropriate disclosures on social media on the grounds of:

- ⊙ Unprofessional conduct

- ⊙ Unethical conduct

- ⊙ Moral turpitude/wrongdoing

- ⊙ Mismanagement of patient records

- ⊙ Revealing a privileged communication

- ⊙ Breach of confidentiality

NCSBN's White Paper: A Nurse's Guide to the Use of Social Media

◎ Possible consequences:

⊙ Violations can result in both civil and criminal penalties (including fines and possible jail time)

⊙ Can be sued individually for liability (defamation, invasion of privacy or harassment)

⊙ Employer can be sued or cause damage to the reputation of the health care organization

⊙ Possible job termination

COMMON MYTHS OF SOCIAL MEDIA

◎ Communication or post is private and accessible only to the intended recipient – WRONG (can be disseminated to others)

◎ Content that has been deleted from a site is no longer accessible – WRONG

◎ It is acceptable to discuss patients if they are not indentified by name, but are referred to by a nickname, room number, diagnosis, or condition - WRONG

How to avoid problems

◎ Do not share any patient information gained in the nurse-patient relationship with anyone unless there is a patient care related need to disclose (or other legal obligation)

◎ Do not identify patients by name or post information (including pictures) that may lead to patient identification

◎ Maintain professional boundaries with patients and social media

◎ Promptly report any breach of confidentiality or privacy

◎ Do not make any disparaging remarks about employers or co-workers

◎ Do not post content or speak on behalf of the employer unless authorized to do so (following employer's policies)

GUIDELINES FOR SOCIAL NETWORKING: DO'S

- ✓ Understand state & federal laws, including guidelines for HIPAA, that protect patient information

- ✓ Refrain from posting insulting, disrespectful, unprofessional, or disgruntled comments about the nursing program, employer, peers, or other members in the community.

- ✓ When in doubt, don't post! If you have to think twice, it's probably best to refrain.

Guidelines for Social Networking: Do's

- ✓ Remember that we are representing our profession, our employer, and our reputation/integrity

- ✓ Inform family, friends, and colleagues to refrain from posting pictures or comments of you that you don't want others to see (protect your privacy)

- ✓ Protect your own safety: criminals can learn your schedule or when you will be out of town if you post this information

REPORT INSTANCES OF QUESTIONABLE HEALTHCARE DELIVERY AT AN INDIVIDUAL OR SYSTEMS LEVEL THAT REFLECT INCOMPETENT, UNETHICAL, ILLEGAL, OR IMPAIRED PRACTICE.

GUIDELINES FOR SOCIAL NETWORKING: DON'TS

- Post photographs in compromising situations or provide too much information about yourself – "Is this something I want my employer or co-workers to know?"

- Share anything about work related or extremely personal issues (not even, "I had a horrible day at work.")

- Visit social networking websites while "on-the clock." Don't cheat your employer or neglect your job. Your time can be tracked on these websites.

I can see you're upset. Maybe you should post more about it on Facebook. That should help eliminate any drama.
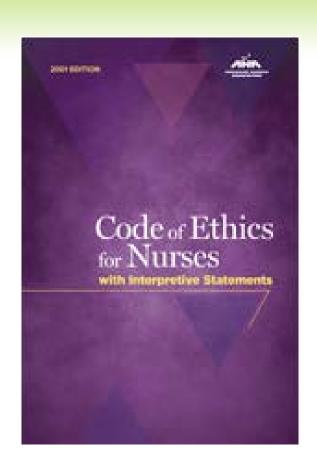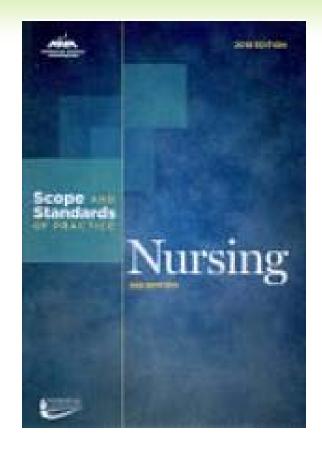
BE CAREFUL
WITH YOUR WORDS.
ONCE THEY ARE
SAID,
THEY CAN BE ONLY
FORGIVEN,
NOT FORGOTTEN.

ANA's Principles for Social Networking

1. Nurses must not transmit or place online individually identifiable patient information.

2. Nurses must observe ethically prescribed professional patient — nurse boundaries.

3. Nurses should understand that patients, colleagues, institutions, and employers may view postings.

ANA's Principles for Social Networking

4. Nurses should take advantage of privacy settings and seek to separate personal and professional information online.

5. Nurses should bring content that could harm a patient's privacy, rights, or welfare to the attention of appropriate authorities.

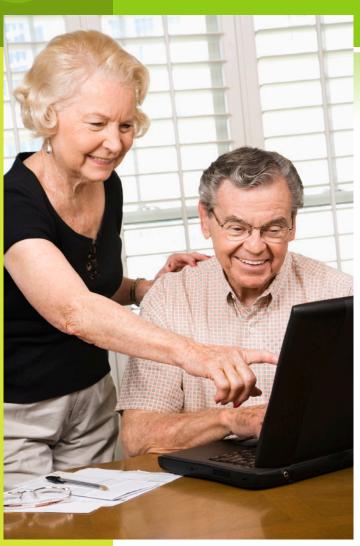**6.** Nurses should participate in developing institutional policies governing online conduct.

ANA's Six Tips to avoid social networking problems

1. Remember that standards of professionalism are the same online as in any other circumstance.

2. Do not share or post information or photos gained through the nurse-patient relationship.

3. Maintain professional boundaries in the use of electronic media. Online contact with patients blurs this boundary.

4. Do not make disparaging remarks about patients, employers or co-workers, even if they are not identified.

5. Do not take photos or videos of patients on personal devices, including cell phones.

6. Promptly report a breach of confidentiality or privacy.

- Do not transmit or place online Protected Health Information
- Know legal and ethical responsibilities and organization's policies
- Abide by HIPAA

OBSERVE PATIENT-NURSE PROFESSIONAL BOUNDARIES

- ◎ Professional boundaries are the spaces between the nurse's power and the patient's vulnerability.

- ◎ Actions that overstep established boundaries to meet the needs of the nurse are boundary violations.

◎ Social Media Policies are organizational personnel policies that outline, often in employee handbooks, acceptable standards for online behavior, as well as ownership and maintenance of organizational social media accounts and profiles. The development and enforcement of Social Media Policies can be a controversial issue. For example, some Social Media Policies have been subjected to scrutiny by the National Labor Relations Board for being reasonably interpreted as discouraging "protected concerted activity."

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